TechniScribe

This Issue:

OCSTC

Orange County Chapter
Society for Technical Communication

STC

Society for
Technical
Communication

How Critical Reading and Thinking Can Enhance Your Writing

By David Dick, STC Fellow

My vivid memories of high school and college were of the weekend homework assignments that involved reading several chapters from a textbook and answering questions at the end of the chapter. The students who earned the best grades were the ones who thoroughly answered the questions and could discuss the material during class. It was evident from how well they participated in classroom discussions that they didn't skim the chapters—they critically read the material. Such a discipline would carry over into our careers where a significant proportion of our work is reading and writing.

Whether you create documents from multiple sources or from original work, you should follow a discipline of understanding what you read by checking sources and verifying currency and accuracy of information with subject matter experts. Anything to the contrary, and you're only proof-reading for grammar and punctuation.

How to Read Critically

Whenever you read, read to understand "how," "why," and "what." Look for the elements of reasoning: purpose, question at issue, point of view, information, concepts, implications, assumptions, conclusions, context, and alternatives.

The following guidelines will help you to read critically:

- With pencil in hand, skim the contents of the document. Pay attention to clarity of chapter titles, headings, diagrams, graphics, and illustrations.

- Look for the author's main point, and mark it when you find it.

- When you see a word, acronym, sentence, and paragraph that you don't recognize or understand, mark it and look it up later.

- Pause from time to time to think about what you've read and review your notes.

- Write key ideas and main points in the margins. When you re-read the document later, you can quickly skim the text for main ideas without re-reading the entire text.

- Ask "What?" "Why?" "Who?" "How?" and "So what?" questions. If the answers are unclear, mark them (or make a note of them). Keep a log of your questions, ideas, findings, and comments.

- Pay attention to reasoning. If the reasons aren't clear to you, mark them and look them up later.

- Look for connections to other documents that might be helpful as resources.

President's Message

By Michael Opsteegh, OCSTC President

Spring is here. The chapter elections are underway, and the STC Summit is around the corner.

If you voted in the chapter and society elections already, thank you. If you haven't, be sure to cast your vote by April 8. We need your support, and voting takes only a couple of minutes. The folks whom you elect need to hear from you. Tell them why you joined STC, why you joined this chapter, and what brings you to the meetings—or what drives you away. The council members are your representatives; make sure they are representing you.

If you're going to the Summit, I'll see you there. Let me know if you're shy, and I can help you with some introductions. If you can't make it to the Summit this year, try to go next year. The Summit is a unique experience for technical communicators, and you can find inspiration by connecting with your colleagues from around the world and attending sessions presented by some of the great luminaries in the field.

If you are not already actively using Twitter, I suggest you start right away. There's a lot of information that's aggregated by people that's worth taking a few seconds to retweet, such as information about jobs, free webinars, and tools. This is all information that you need to be successful in your job and your career, and, best of all, you can find it streaming in one place. Yes, Twitter can be overwhelming at times, but you always have the option of closing your browser, TweetDeck, or other Twitter client that you may be using. If you're looking for a job resource on Twitter, follow @STCSoCal. If you're looking for a diversion, try following @FakeAPStyle-Book. If you want to follow me, follow @StubbornlyWrite.

If you have questions, comments, or concerns, please speak to me at the next meeting or email me at *octechwriter@yahoo.com*. TS

Don't miss Michael at this year's STC Summit! Michael will give his informative, yet entertaining, presentation "Putting Your Best Font Forward." You'll walk away with a better understanding of why we respond to various fonts, and you might even walk away with a candy bar.

TechniScribe

Next Meeting

Topic: **Task Analysis for Developing Policies & Procedures Content Users Need and Prefer**

Speaker: Raymond Urgo

When: Tuesday, April 19, 6-9 P.M.

Where: DoubleTree Club Hotel
7 Hutton Centre Drive
Santa Ana, CA 92707
714.751.2400

Cost:
Members with reservations $26

Students with reservations $20

STC member, speaker-only $12

Nonmembers with reservations $31

Walk-ins, or those registering after
the deadline $35

No-shows billed $26

Reservations:

Due by midnight, Sunday, April 17, 9 P.M.

Registration:

Online at *http://www.ocstc.org*

Directions to the DoubleTree Club Hotel

Map of the I-405 and SR-55 area. The star below indicates the hotel location. Parking is FREE.

DoubleTree Club Hotel
7 Hutton Centre Drive
Santa Ana, California
92707-5794
714.751.2400
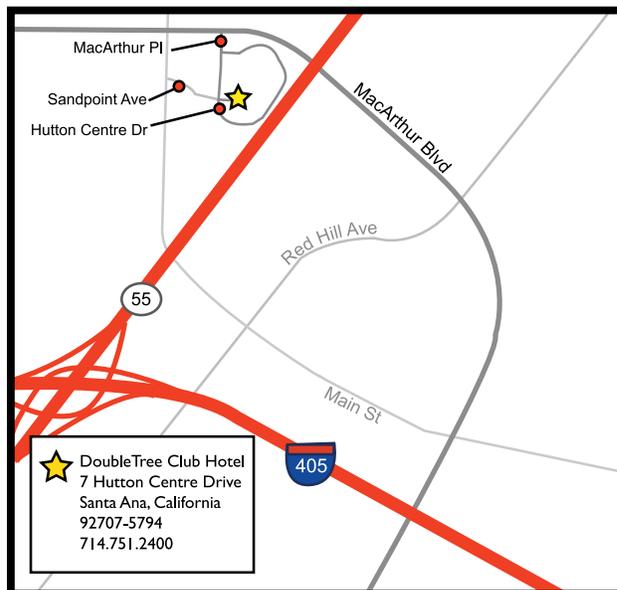
Orange Slice—Calendar of Events

Date	Event	Location	Time
April 5	OCSTC Council Meeting	Airport Executive Suites, Irvine	6 P.M.-7 P.M.
April 19	OCSTC Chapter Meeting Raymond Urgo, "Task Analysis for Developing Policies and Procedures Content Users Need and Prefer" and Annual Business Meeting	DoubleTree Club Hotel, 7 Hutton Centre Dr., Santa Ana, CA, 92707, 714.751.2400	6 P.M.-9 P.M.
May 3	OCSTC Council Meeting	Airport Executive Suites, Irvine	6 P.M.-7 P.M.
May 17	OCSTC Chapter Meeting Cornelius Fitcher, "Everything You Ever Wanted to Know about Podcasting, but Weren't Geek Enough to Ask"	DoubleTree Club Hotel, 7 Hutton Centre Dr., Santa Ana, CA, 92707, 714.751.2400	6 P.M.-9 P.M.
June 7	OCSTC Council Meeting	Airport Executive Suites, Irvine	6 P.M.-7 P.M.
June 21	OCSTC Chapter Meeting To be announced	DoubleTree Club Hotel, 7 Hutton Centre Dr., Santa Ana, CA, 92707, 714.751.2400	6 P.M.-9 P.M.

TechniScribe

Editor's Desk

By Jennifer Gardelle, TechniScribe Managing Editor

In 2008, I had a golden opportunity. As a, then, student member, I received an invitation to volunteer at the upcoming STC conference in exchange for free admission. I had to pay all my other expenses (flight, hotel, and meals), but I figured this opportunity was well worth my out-of-pocket expenses because I was about to have a priceless experience.

At the time, I was close to graduating from California State University, Long Beach, with a BA in English and a certificate in Technical and Professional Communication. I already knew many OCSTC members, having attended meetings and helped as a proofreader on this newsletter, and I was looking forward to meeting more technical communicators. I always felt in good company at chapter meetings, and I knew I would feel the same at the larger conference. I wasn't disappointed.

The reason I'm reminiscing about this three years later is that a colleague who also happens to be a student recently received such an invitation from STC, and she asked me if I had had the same opportunity. I told her that I had and that I was really glad I had gone. She's thinking about it, and I hope she decides to go. Not only is the conference in Sacramento this year—just a short plane ride or a painless car drive away—but the networking and learning opportunities far outweigh the travel expenses. She'll not only meet and network with STC members from the US, but she'll be also meet and network with people from all over the world.

This year's conference promises to be a good one. Besides the great networking opportunities, there will be more than 80 sessions. Our own Michael Opsteegh will be presenting his "Putting Your Best Font Forward." We were treated to his presentation at the recent OCSTC chapter meeting (see the March meeting review on page 8 for more information). Adrienne Escoe will also present at the conference.

If you plan to attend, or have an opportunity to attend as a student volunteer, please send me your review of the conference. It would be useful to our readers to read about your experiences, and I'd love to run your stories here in the *TechniScribe*. TS

- Re-read the document and compare your initial findings with your new understanding. Have your questions been answered? If not, who can answer them?

This level of reading isn't practical if reading for pleasure. However, this approach will help you to achieve a deeper understanding of the topic if you're reading a report, product documentation, a book to write a book review, or a request for proposal.

How to Apply Critical Thinking to Reading

There are many positive and useful uses of critical thinking, such as formulating a workable solution to complex problems, deliberating as a group about what action to take, and analyzing assumptions. Critical thinking contributes to deeper understanding, and challenging accepted wisdom with strong arguments allows for more completely developed thoughts.

The following advice will help you to apply critical thinking to writing.

- Read with an open mind.
- Challenge the currency and validity of the information with an aim toward deeper clarification and understanding.
- Find answers to "What?" "Why?" "Who?" "How?" and "So what?" questions.
- Assume that processes and procedures are incomplete until you've tested them yourself.

If you apply these guidelines to your reading, you'll notice the ease by which you gain more from what you read. You might not discover the answers to all questions, but you'll be better prepared to consult subject matter experts to answer some of them.

How Critical Reading Supports Substantive Writing

According to the Foundation for Critical Thinking, any significant deficiency in reading entails a parallel deficiency in writing. Likewise, any significant deficiency in writing entails a parallel deficiency in reading. Simply stated, if you have poor reading skills, you're likely to have poor writing skills.

Critical reading means being actively engaged in what you read by developing a clear understanding of the author's ideas, evaluating the arguments and evidence provided to support those arguments, and forming your own opinions. Critical thinking clarifies goals, examines assumptions, finds hidden values, evaluates evidence, and assesses conclusions. By employing critical reading and critical thinking, you gain

more from what you read. The outcome is that you can summarize a paragraph or two of what you've read.

According to the Foundation for Critical Thinking, by enhancing critical reading and critical thinking skills, we enhance our writing skills.

- Clarify purposes: an author's purpose (when you read), and your purpose (when you write).
- Formulate clear questions: those that an author is asking (as we read) and questions we're pursuing (as we write).
- Distinguish accurate and relevant information from inaccurate and irrelevant information: in texts that we read and in preparation for our own writing.
- Reach logical inferences and conclusions: based on what we read and in preparation for writing.
- Identify significant and deep concepts: those of an author and our own to guide our thinking while we write.
- Distinguish justifiable from unjustifiable assumptions: ones that an author is using or those we are assuming as we write.
- Trace logical implications: those of an author's thinking and those that may follow from our writing.
- Identify with and think from multiple viewpoints: those that an author presents (or fails to present) and those relevant to the issues we're writing about.

Final Thoughts

The value you add to any documentation project is reading all you can find about the subject matter so that you can ask constructive questions of subject matter experts and write to a level of detail that educates and informs the reader. T*S*

References

Steel, Erik. "How Does Critical Thinking Improve Writing Skills?" ***http://www.ehow.com/how-does_4910811_critical-thinking-improve-writing-skills.html***

"The International Critical Thinking Reading and Writing Test." ***www.criticalthinking.org***

Fails, Ava. "Critical Thinking Skills Necessary in Writing." ***www.ehow.com/way_5192899_critical-thinking-skills-necessary-writing.html***

Critical Thinking. ***http://en.wikipedia.org/wiki/Critical_thinking***

EduNotes

By Bill Darnall, Chair, Education Committee

TechComm Glue, Part 2

Think about it. How many technical writers do you know who spend most of their time writing? Technical communication professionals probably spend up to 80 percent of their time not writing. Nonwriting activities are a major part of the technical communication process. The time spent on nonwriting activities is necessary to plan the document's architecture, plan the writing, and plan to acquire information. Experienced writers understand the necessity to schedule nonwriting activities that support their writing. Management should appreciate that every document is a self-contained project. Although seldom recognized, self-directed technical communication project management is the glue that holds documentation projects together. Accomplished technical communicators understand and apply the principles of general project management.

Some Nonwriting Activities

Consider some of our nonwriting activities. For a typical project, what percentage of your time do you spend identifying, clarifying, and revising requirements; planning writing-related tasks; attending meetings; and becoming familiar with new methods? Let's look at four nonwriting technical communication activities in more detail:

- Planning
- Requirements
- Meetings
- Methods

Planning Your Work

Planning is fundamental to project management. Producing a document is a self-directed project. All of the elements of project management are applicable. A documentation plan is a model of the documentation project. If the documentation plan is appropriate, the documentation project will be on time and within budget. The point is it takes time and experience to plan well. Technical communicators are at a disadvantage if the formal project manager does not realize the technical communication process is a self-directed project. As practicing technical communicators, we must emphasize the scope of our work. We do more than write. Much more.

Discovering the Requirements

Before you can create effective documentation, you must be aware of and understand the requirements. Requirements include users' specific documentation needs. However, the product developers may overlook users' needs. Even the best writers are unable to create documents that are responsive to users' needs if they do not know what those needs are. It is necessary to plan for—and to spend time digging for—meaningful requirements, especially users' needs.

Attending Meetings

Technical communicators can learn a lot from project meetings, even if they do not fully understand all of the technical discussions. By participating in project meetings, technical communicators have an obvious presence. You will become acquainted with the players and particularly the subject matter experts. Ask documentation-related questions. Raise awareness of the need for effective deliverable documentation. Be a user advocate. Always capture unfamiliar terms you hear used in meetings. Add the terms to your project glossary.

Learning New Methods

With a failure rate approaching 70 percent, software development projects are finally starting to change. A linear approach to innovation is inefficient. Agile incremental iterative methods are a more effective approach. Historically, writers joined the project close to the end. With the Agile approach, writers should be part of the project from the very beginning. Technical communicators must learn new development skills. For example, consider creating topic-based out-of-sequence documentation. Writers must learn to leverage real-time content management tools and methods.

Summary and Conclusion

Most technical communication professionals are skilled writers. However, writing is not all they do. In fact, most of the time, writers are not writing. Writers are discovering documentation requirements and planning detailed technical communication tasks. Other nonwriting activities include attending meetings and learning new methods. It is clear that effective technical communicators utilize project management skills. Next month, we will review two additional nonwriting tasks: learning new tools and the biggie, gaining access to—and interviewing—subject matter experts. *TS*

2011 Spotlight Awards Winners!

By Carrie Damschroder, Public Relations Manager

Members from Southern California and Nevada STC chapters were invited to enter this year's Southern California Technical Documentation Competition…and the winners are (drum roll please)….

Best of Show Award

Technical Communicators	Entry Title
Debbie Eisenstein	Quantum Scalar i40 and i80 User's Guide

Distinguished Award

Technical Communicators	Entry Title
Colin Babb, Ken Collins, Suzy Lang, Dave Bradford, John Pierce	Naval Aviation Vision – January 2010
James Neumann	Quantum DXi6500, Model 6510 Installation and Configuration Guide

Excellence Award

Technical Communicators	Entry Title
Mimi Kotner, Rick Naystatt, Craig Madsen, Mike Pekonen, Suzy Lang, Dave Bradford, Ken Collins, John Pierce	Naval IT, C4ISR, Space Systems, and Enterprise Support: Today and Tomorrow—Fall 2009
Kristine H. Stollar, Adrienne Esztergar, Jim Lindauer	Philips DXL ECG Algorithm Physician's Guide
Shari Asplund	Discovery and New Frontiers News
ITP Strategic, Kia Motors America, Inc.	Kia – Accessory Pricing Guide Website

Merit Awards

Technical Communicators	Entry Title
Carrie M. Damschroder	ExamWRITER 9.0 Enhancements
Michael R. Opsteegh	Using the General Ledger Interface
Vanessa Vandervalk, Rebecca Thompson	iPro2 CGM User Guide
Jennifer L. Anthony	Enhanced Diagnostic Monitor v2.4.0 User's Guide
Barbara Giammona, U.K. Production Team, Dave Hartley, Laurence Tondelier, Helen Underwood, Amber Watkin, Mike Ross	The Purple Cow Newsletter
Kristine H. Stollar, Mark A. Wing, Jeff Corliss	PageWriter TC70/TC50/TC30 Cardiograph Quick Help Guide
Mark Anthony	Quantum Vision 4 User's Guide
Stuart Bender, Maureen Malitz, Steve Zirl, Riyaz Adamjee, Training Development Communications Services	The CCC Material Calculator™ Resource Kit: Computer-based Training CD
Terrence Dunne, Haig Barrett, Inc.; Rudy Rosales, Haig Barrett, Inc.; Fritz Cloninger, Haig Barrett, Inc.; Bud Benscoter, Haig Barrett, Inc.; Natasha Gaudino, Haig Barrett, Inc.; Bobbi Edwards, Depository Trust & Clearing Corp.; Glynis Aquino, Depository Trust & Clearing Corp.	PVM Overview
Terrence Dunne, Haig Barrett, Inc.; Rudy Rosales, Haig Barrett, Inc.; Fritz Cloninger, Haig Barrett, Inc.; Bud Benscoter, Haig Barrett, Inc.; Natasha Gaudino, Haig Barrett, Inc.; Bobbi Edwards, Depository Trust & Clearing Corp.; Glynis Aquino, Depository Trust & Clearing Corp.	Kaizen 102: "Lean"ing in the Right Direction

March Meeting Review

By Jennifer M. Myers

Fonts. We all have to use them. Some of us collect and coddle them, learn their ins and outs, and use them in a highly selective and specific manner—and some of us even use them simply because we have to.

The March meeting brought us a flurry of information from Michael Opsteegh designed to help close the gap between the font-lover and those who are merely tolerant of the ever-expanding diversity of fonts, glyphs, and styles. We must, after all, still produce massive numbers of written words, and the effectiveness of those words means nothing if they don't actually get read.

In fact, as Michael pointed out, today people are inundated with text in dozens of competing electronic and dead-tree forms. If our documents don't look good, they seldom get read. Poor font choice can mean lost time as users make a phone call or send an email to get the information that is already available to them in the form of manuals, help menus, and internal documentation.

Given that it is so vital to get users to read what we write, it is important to find and use tools that allow us to maximize our chances of communicating well. Fortunately, we were presented with a lovely free one to get the ball rolling: Kuler, available at *kuler.adobe. com*. This tool provides any writer with the ability to create color pallets that allow the use of color in text to support and work with color graphics and photos.

Additionally, Michael covered how Robin Williams' four basic principles of design can be applied to fonts. Contrast can be created via distinct fonts that signal the reader to different kinds or levels of data. Repetition is the main way we can show the reader how to navigate the document, not only by giving cues about relatedness, but also by increasing readability through consistency. Alignment tells the reader where his/her eyes should go, as like items line up and flow from one to the next. Proximity is vital: items that belong together must be grouped together visually, while unrelated items must require enough distance to distinguish them.

The basic terminology of typography was presented in a very clear manner. The most important measurement term is "x-height" which indicates the height of the letter "x" in a given font. The x-height is what creates the optical size and visual weight of the font.

Other important measurements include the ascender height and descender line. These refer to the maximum distance to the top of those letters, like "f," which stick up above the x-height and the bottom of those letters, like "q," which extend below. The actual point size of a font is from the descender line to the ascender height; however, line spacing is usually

120% of the font height, which provides space so as to avoid overlapping and hard-to-read text.

While he covered the rule of thumb that one uses serif fonts for print and san serif for electronic information, Michael also spoke about more detailed issues in the somewhat intimidating area of font choice.

Contrary to the habits many of us have unconsciously developed, Michael strongly recommended selecting the font for the body of a document first, before the headers. This means that one can select a font that has all of the necessary characters for a given document, such as mathematical and scientific symbols and foreign language characters.

Word 2010 and 2011 both support more advanced typographical features such as ligatures and proper number spacing. Still, even with this support, one must be careful. Ligatures can throw a monkey wrench into the character spacing.

Michael concluded with some thoughts on combining typefaces. The main rule for combining typefaces is to use one's eyeballs to distinguish good from bad combinations. Nonetheless, one can usually do well by looking for typefaces within a single "family" of fonts, and by looking at fonts with complimentary traits, such as similar x-heights and letter widths.

As there was, in all, far too much useful information presented to fit into this summary, more can easily be found at *www.bestfontforward.com*. This site provides even more information from Michael on how and why font choice matters and what to do about it. T*S*

Critical Reading and Thinking

Bird, John. "How to Read Critically." *www2.winthrop. edu/english/handbook/HOWTOREADCRITICALLY.pdf*

"What Is Critical Reading?" *http://www.esc.edu/ ESConline/Across_ESC/WritingResourceCenter.nsf/520 8e99c0b33e79a85256b350067a359/be474dd7471b8b9f8525 6f4a006b9927?OpenDocument*

"How to Improve Critical Thinking Skills." *www. wikihow.com/Improve-Critical-Thinking-Skills*

About the Author

David is a member of the Washington, D.C. community, and Editor of *Usability Interface*, newsletter of the Usability and User Experience Community. He can be reached at *davidjdick2000@yahoo.com*.

OCSTC Member Profile—Miriam Whitman

By Len Poché, 2ⁿᵈ VP, Membership

This month we feature another new member to the OCSTC—Miriam Whitman.

Miriam is currently an intern web developer for *littleorangefish.com* and a full-time student finishing her certificate in web design at Fullerton and Cypress colleges. Prior to that, she worked as a marketing coordinator and data specialist for Construction Controls Group, Inc. (now Cumming) of Los Angeles. "I was in technical writing for four and a half years before I even knew what is was (it was called proposal production)," she explains, "My president at the construction management firm asked me to do it because she thought I could, and I did. Singly, and in teams, I produced construction management proposals for examination by potential clients in the fields of education, government, and healthcare."

For most of her life, Miriam has resided in Southern California, having lived in Long Beach, Westminster, El Sereno, Pasadena, Cypress, and her current home in Garden Grove. There was a stretch in her childhood, though, where her family lived in another country. "When I was a kid, my dad took a job with an aerospace firm he'd heard might be fielding a project in Australia. He got the job, they got the contract, and mom and dad put everything in storage, sold the house, gave the dogs to friends, and took three kids on the road from California to Hawaii to Fiji to Woomera, Australia, then later to Singapore, England, France, Spain, and home again. I was the oldest, and I was three and a half."

Miriam Whitman

Despite that early trip around the world, her favorite vacation place is Maui, Hawaii. "So beautiful. Makena Beach is there. I don't think I've ever seen anything more beautiful or less believable." She plans on "seeing Italy (because I've spent hundreds of hours gazing at the most amazing renaissance paintings, sculptures, and architecture projected on walls and screens in dark rooms, in brick buildings a continent and an ocean away), the Northern Lights, and the wilds of Canada, and I'll go back to Hawaii and Colorado, but I'll live where my family is, and make it a good place."

That family now consists of two brothers, their wives and four children as well as an aunt, who are local. Her parents "were funny, smart, loving Easterners" and Miriam counts her mom as having the most influence on her life.

Miriam is a fan of the writer Molly Ivins, country singer Dolly Parton and salsa singer Celia Cruz ("all great artists and full of conviction"). She saw Sting perform twice in two days last year "'cause I could." The music she has from her iTunes account is Sirens of Song: Classic Torch Songs, Keith Anderson, Amy Winehouse, Joan Osborne, Kings of Leon, Coldplay, Miranda Lambert, and "possibly the music of my life," ELO.

Although her personal motto is, "Dude, give it your best shot," Miriam's philosophy is best expressed at length: "I have a little image I cut out of a Signals.com catalog of a t-shirt that says, 'If the grass is greener on the other side, water your grass.' George Burns said that he wanted to get out of bed every morning so he could get up and go to work. That's the job I want. I think the map for what you should do is baked in your talents. I had been told in college that technical writing was on my talent list but I ended up pursuing art, another talent. And my ease in logic and technology is what got me into the construction management firm."

"Technical writing and web development both involve precise relationships and art…through verbal or written communication, through visual presentation of ideas. I am doing what I want to do and will continue. My current plan for early retirement is painting, teaching, and more work. I have had so much training in my life, I think it would be tragic not to pass it on. And I love to paint. But I can't see giving up work because I believe it involves a set of talents I was given for a reason." TS

Society Pages

STC Mission Statement

STC advances the theory and practice of technical communication across all user abilities and all media.

Positioning Statement

STC helps you design effective communication for a technical world through information sharing and industry leadership.

The Society for Technical Communication (STC) is the world's largest organization for technical communicators.

Its members include writers, editors, illustrators, printers, publishers, photographers, educators, and students.

Dues are $75–395 per year. Membership is open to anyone engaged in some phase of technical communication, interested in the arts and sciences of technical communication, and in allied arts and sciences.

Society for Technical Communication
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Fairfax, VA 22031-1803

703.522.4114 (voice); *http://www.stc.org*

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Colophon

TechniScribe is written using Microsoft Word, and laid out using Adobe InDesign CS3 for Macintosh. Gill Sans and Palatino Linotype are used for heading and text fonts. PDFs are produced using Adobe Acrobat Professional 8.

TechniScribe relies on the following editorial references for style: *American Heritage Dictionary*, *Chicago Manual of Style*, and *Words into Type*.

OCSTC Employment Information

Our job listing isn't working at this time. Until it is, go to *http://www.twitter.com//STCSoCal*, where you'll find employment and general information about the San Diego and Orange County chapters.

Inquiries

If you have an inquiry, email our employment manager, Betsy Malone, at **betsybythebeach@gmail.com**.

Society-Level Job Listings

STC maintains job listings on the Internet. You can download the listings from the STC web site at *http://jobs.stc.org*.

Terrence Dunne, Haig Barrett, Inc.; Rudy Rosales, Haig Barrett, Inc.; Fritz Cloninger, Haig Barrett, Inc.; Bud Benscoter, Haig Barrett, Inc.; Natasha Gaudino, Haig Barrett, Inc.; Bobbi Edwards, Depository Trust & Clearing Corp.; Glynis Aquino, Depository Trust & Clearing Corp.	Kaizen 103: PDCA in Action in a Kaizen Event
ITP Strategic, Kia Motors America, Inc.	Kia – Accessory Pricing Guide Website - Tutorial
Cassandra Van Gelder, Lisa St. Martin	Capturing Screenshots into CS3 Applications
ITP Strategic, Toyota Global Knowledge Center	Best Practice Bulletins
ITP Strategic, Toyota Global Knowledge Center	Toyota Smart Key System 2010

The awards were presented on Saturday, March 12, 2011, at the Spotlight Awards Banquet in San Juan Capistrano, CA. The evening featured keynote speaker Linda Oestreich and a presentation of all of the award-winning entries.

Congratulations to the winners—we hope you're enjoying the spotlight!

Photos

Lance-Robert took photos of the winners and presenters at the banquet. They are available here (no registration necessary): ***http://www.flickr.com/photos/23942573@N06/sets/72157626274680450.*** TS

April Meeting Information

Join us on Tuesday, April 19 for an informative evening with STC Fellow Raymond Urgo—guru of policies and procedures—and learn the components of user-focused task analysis.

In this presentation filled with anecdotes and examples, Raymond presents the principles and techniques for analyzing business processes and tasks that enable you to design policies and procedures topics and content that are performance-based, not subject-based. He reveals his tips on applying the task analysis method and its results to demonstrate a business need, build rapport, and manage content development projects effectively.

About the Speaker

Raymond Urgo is an internationally recognized expert, educator, leader, author, and speaker in policies and procedures communication. His firm, Urgo & Associates, provides consulting services on the development and management of policies and procedures systems and information in organizations, and it publishes the award-winning e-newsletter *The Policies & Procedures Authority*.

In 2006, Raymond was named to the honorary rank of Fellow by the Society for Technical Communication.